

**MINUTES OF THE CITY OF LAS VEGAS CITY COUNCIL WORK SESSION
HELD ON WEDNESDAY JUNE 14, 2017 AT 5:30 P.M. IN THE CITY COUNCIL
CHAMBERS**

MAYOR: Tonita Gurulé-Girón

COUNCILORS: David A. Ulibarri Jr.
Vince Howell
Barbara A Casey
David L. Romero

ALSO PRESENT: Richard Trujillo, City Manager
Casandra Fresquez, City Clerk
Corinna Laszlo-Henry, City Attorney
Juan Montano, Sergeant at Arms

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

MOMENT OF SILENCE

Councilor Casey asked for a moment to be thankful for the community that we live in and to be thankful for all the many individuals that work very hard in community.

APPROVAL OF AGENDA

City Manager Trujillo asked that the presentation time be changed to reflect thirty minutes.

Mayor Gurulé-Girón advised that the Council would like to have questions and answers after the presentation and that it be limited to ten minutes.

Councilor Casey made a motion to approve the agenda. Councilor Howell and Councilor Romero seconded the motion.

Mayor Gurulé-Girón asked for roll call. Roll call was taken and reflected the following.

David L. Romero	Yes	Barbara Casey	Yes
Vince Howell	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.

PUBLIC INPUT

Wid Slick spoke to the Governing Body regarding Lodger's Tax and how those dollars can be spent on advertisement and marketing.

Joaquin Garofalo spoke to the Governing Body regarding education within the community. Mr. Garofalo advised there is a deficit in education and how the community would benefit from consolidating the schools and using the resources to improve education for the students.

PRESENTATIONS

Community Development Director Velarde advised the Governing Body that over the last three years the City has made remarkable changes to advertisement and marketing itself. Currently the Lodger's Tax has increased; the brand is now incorporated into letterhead, vehicle decals and promoting tourism, business and nonprofits.

Fred Cisneros of Cisneros Design, Inc. gave a brief background of his company and their approach to marketing Las Vegas. Mr. Cisneros advised his company incorporated social media into advertising the City of Las Vegas and advised their approach to marketing was to increase the knowledge of Las Vegas. Mr. Cisneros gave the example that many tourists may know about the Montezuma Castle but they are unaware of the hot springs, those were the types of areas his company wanted to focus on, the history and the beauty of the community. Improvements to the website were made to make it more user friendly, t-shirts and tattoos were created to promote the brand "Damn Authentic." Mr. Cisneros gave a PowerPoint presentation with the advertisements and promotions they have done. Mr. Cisneros introduced his staff and their area, Sarah Williams – Account Services, Clarissa Lovato- Media Strategy and Wendy Forth – Social Media.

Community Development Director Velarde advised the Governing Body of how activity is being tracked through the website and what demographic is the frequent viewers.

Mr. Cisneros and his staff gave an overview of how the City of Las Vegas was being marketed and advertised and showed examples of where some of the ads are being placed.

Councilor Casey advised that in the contract it states there are to be billboards, and street banners and she has not seen any of those or merchandise.

Mr. Cisneros advised those items were discussed with City Staff but were not a priority. There were two billboards made and placed but the street banners were not deemed a priority. Mr. Cisneros advised that merchandise would have been too costly and saw that as more of an attraction to locals versus visitors.

Councilor Casey asked why deliverables that were part of the first year contract were not considered to be included in the renewal contract.

Mr. Cisneros advised social media has been a major focus and they are continually adjusting their marketing as they receive data and statistics and funding availability.

Councilor Casey advised she is concerned that non-profits are not able to have an ad placed on the website.

Councilor Howell asked if there was a separate fund for non-profits events and if those dollars could be combined with the funding for Cisneros to make a bigger media buyback.

City Manager Trujillo advised yes the City does.

Ms. Lovato advised it has been a common practice to keep those separate.

Councilor Howell advised he felt only ten minutes to ask a question was not enough time for members of the Council to get answers to a lot of their questions.

DISCUSSION ITEMS

1. Grant application through the Department of Justice for the Las Vegas Police Department.

Police Chief Montano advised the Police Department is requesting approval to apply for funding in the amount of \$2,015.00 to purchase bullet proof vest for the police officers. Police Chief advised the grant would allow the purchase of five vests and it is the intent of the department to rotate the purchase of vest to not greatly impact the budget.

Mayor Gurulé-Girón asked if Police Chief Montano wanted to specifically state that he intends to purchase five vests with the funding on the agenda request.

Police Chief Montano advised no he did not in the event that the funding only covered the purchase of four.

The Governing Body agreed to place the item as a consent agenda item.

2. Accept funding through the Department of Finance and Administration Law Enforcement Protection Fund for the Las Vegas Police Department.

Police Chief Montano advised the department is requesting the approval to utilize the funding in the amount of \$13,761.00 for advanced training and equipment for police officers. Police Chief Montano gave a break down as to how the funding would be used.

The Governing Body agreed to place the item as a consent agenda item.

3. Request for the City's two Animal Control Officers to attend a Chemical Immobilization class in Boulder Colorado, to become certified in the chemical immobilization of dangerous animals as an alternative to lethal force.

Community Development Director Velarde advised chemical immobilization offers an alternative to the use of lethal force in response to animals that represents a danger to the public. The training will be held in Boulder Colorado where upon completion will have a certificate in chemical immobilization. Community Development Director Velarde advised the Animal Welfare Coalition has agreed to cover the cost of the registration and the City will pay for costs associated with travel, rooms and meals.

Councilor Howell made a motion to go into Executive Session to discuss personnel matters. Council Casey seconded the motion.

Mayor Gurulé-Girón asked for a roll call. Roll call was taken and reflected the following

David A. Ulibarri Jr.	Yes	David L. Romero	Yes
Vince Howell	Yes	Barbara Casey	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.

EXECUTIVE SESSION

Councilor Howell made a motion to reconvene into regular session, no action was taken. Councilor Ulibarri Jr. seconded the motion.

Mayor Gurulé-Girón asked for a roll call. Roll call was taken and reflected the following.

Barbara Casey	Yes	David L. Romero	Yes
Vince Howell	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.

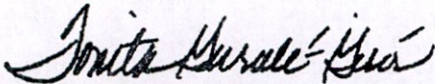
Councilor Howell made a motion to adjourn. Councilor Casey seconded the motion.

Mayor Gurulé-Girón asked for a roll call. Roll call was taken and reflected the following.

Barbara Casey	Yes	David L. Romero	Yes
Vince Howell	Yes	David A. Ulibarri Jr.	Yes

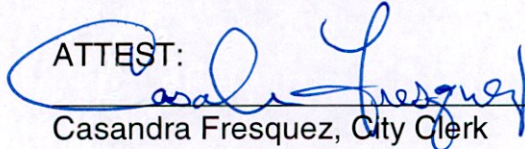
City Clerk Fresquez re-read the motion and advised the motion carried.

ADJOURN



Mayor Tonita Gurule-Giron

ATTEST:


Casandra Fresquez, City Clerk